

Gary Coker

UX and Product Design Leader

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SUMMARY

20+ Years of Director-level Experience in Building and Leading high-performing UX and cross-functional Product Development teams, including large teams of 30+ members and management of managers.

Experience in a broad array of industries, associated user populations, and company sizes, from start-ups to large corporations, including e-commerce, healthcare, pharma, cybersecurity, education, telecom, marketing, CRM, publishing, CMS, human factors research, government, & more.

Global experience managing and collaborating extensively with staff and clients in North America, Europe, Asia, South America and Australia, both onsite and virtually.

Strategy, Visioning, and Roadmapping: Proven experience developing and implementing UX strategy & roadmaps at the VP and Chief Strategist levels for B2C / DTC, B2B, and enterprise applications.

Mentor and Coach for UX team members, fostering employee empowerment, professional growth & advancement, motivation, and teamwork.

Strong communicator, with vast experience and proven success in demos and presentations for varied audiences, including the C-suite, plus writing and speaking.

Highly experienced in **Lean and Agile** Product Development Processes, including SCRUM and Kanban.

Design Thinking and **Design Sprint Leader**, plus extensive experience in leading and driving collaboration with diverse stakeholders via design workshops and presentations.

Hands-on UX skills in user research, information architecture, visual design, interaction design, UX writing, workflow design, & usability testing using modern tools and techniques.

Active participant in the UX community as a published writer and as a speaker at industry events.

Certified in Scaled Agile Framework (SAFe) *Agilist* and *Product Manager / Product Owner* disciplines.

CAREER HIGHLIGHTS

Built multiple profitable, multi-million-dollar SaaS products from 0 to 1, from developing original vision and strategy to team hiring, leadership, and management, to operations and growth.

Built multiple high-performing UX and Product Design teams from scratch, including defining roles and responsibilities & team structure, interviewing & hiring, and mentoring members for professional growth.

Implemented modern, scalable Lean UX processes at multiple companies where UX didn't previously exist or was extremely immature, including best practices for research / design / testing, integration with existing dev processes, tool selection, metrics definition, and UX evangelism, strategy, and growth.

Awarded a U.S. patent for a risk analysis system for a healthcare risk management SaaS product.

PROCESSES / TECHNIQUES

Leadership and Team Building: UX and Product Design recruiting and hiring for all roles • Mentoring UXers in User-Centered Design • Managing small and large teams • Teaching & evangelizing UX

Design: User-centered Design • Responsive Design • Mobile First Design • Design Systems • Web Components • Style Guides / Pattern Libraries • Interaction Design • Accessibility (WCAG / a11y) • Mobile Design • Information Architecture

User Research: Persona Creation • Journey Mapping • Task Analysis • Cognitive Walkthroughs • Contextual Inquiry • Journal Studies • Heuristic Analysis • Usability Testing • A/B Testing • Cognitive Psychology • Analytics / Instrumentation

Prototyping: Wireframes / Mockups • Rapid Prototyping • Interactive Prototypes • using modern tools (see below)

Process: Lean / Agile • SCRUM • Kanban • KPI and Metric Definitions & Analysis for UX • Design Sprints & Design Workshops • Demos & Presentations

TOOLS

Figma • Sketch • InVision • Adobe XD / Adobe CC / Photoshop • Zeplin • Balsamiq Wireframes • ProtoPie • StoryBook • Miro • Mural • Keynote / Google Slides / PowerPoint • Final Cut Pro • ScreenFlow • HTML 5 • CSS 3 • Sass • JavaScript • GitHub / GitLab • Slack • MS Teams • Trello • Confluence • JIRA • and more

PROFESSIONAL EXPERIENCE

Director of UX

viax.io

Ridgeway, NJ (remote)

OCT 2019 - JUN 2022

- Developed **UX strategies, designs, and processes** that expanded the product suite's addressable market by 50%, increased development efficiency by 38%, and doubled UX capacity.
- As a member of the senior leadership team, I led the UX team in full lifecycle user-centered UX design for complex **enterprise SaaS apps for e-commerce**, including user research, UX strategy, visual design, interaction design, usability, accessibility, and branding.
- **Hired, directed, and managed a team of UXers** using modern tools (Figma, Sketch, InVision, Zeplin, etc.) within a lean/agile process, plus hands-on work (see below under Clearwater Compliance).
- **Mentored UXers in best practices** in UX research, design, usability, process, collaboration, and innovation. Delivered many **successful presentations** for stakeholders, including executives, on UX strategy, design, and process.
- Collaborated closely with the front-end engineering team to define & maintain a UX **design system** for all SaaS products.
- Led **design sprints & workshops** for rapid design, prototyping, and testing of product ideas and UX solutions.

Director of UX

Clearwater Compliance
Franklin, TN (remote)
JUL 2017 - OCT 2019

- **Implemented a modern, user-centered, efficient, full lifecycle UX process** into a company that had no previous UX practice, integrating it into an Agile dev environment, across all SaaS product lines in the B2B cybersecurity-for-healthcare space.
- **Led all UX design** for the entire digital product portfolio, consisting of multiple B2B SaaS apps, working closely with the VP of Product Innovation.
- Improvements that I spearheaded helped Clearwater win the **"Best in KLAS 2018" award** as the #1 company in Cybersecurity Advisory Services.
- Designed the UX for a **patented feature** for the company's flagship SaaS product (I am listed as an inventor on the patent).
- **Hands-on UX work** included:
 - User research and analysis
 - UX Strategy
 - Wireframing & Prototyping
 - Visual design
 - Interaction design
 - Persona creation
 - Journey mapping
 - Field studies
 - Design specs (requirements) & all other UX deliverables
 - Usability testing and analysis
 - Creation of Design System, including living style guide and web component library
- Conducted multiple **contextual inquiry user studies** in the field, directly observing users in their work environment, and documenting / analyzing findings to inform design.

Director of UI/UX

SourceMed
Birmingham, AL
AUG 2015 - JUN 2017

- **Led all UX design and development** for SourceMed's new generation of enterprise- and consumer-facing SaaS applications in the healthcare space, including hands-on work mentioned above (under Clearwater Compliance).
- Directed the creation and maintenance of a **design system**, including a **living style guide** and **web component library** for HTML, CSS, and JavaScript, keeping front-end code's implementation of visual design and interaction behavior consistent, and saving considerable developer time.
- **Migrated apps** to a modern UX architecture for SaaS apps, utilizing Angular.js, Bootstrap, SASS, and other technologies, utilizing web component patterns in a Material Design visual and interaction framework.
- Conducted multiple **contextual inquiry user studies** in the field, directly observing users in their work environment, and documenting / analyzing findings to inform design.

- Conducted multiple **usability studies** at the wireframe, prototype, and production-ready-code phases on multiple devices, including desktops, tablets, and smartphones.
- **Collaborated** closely with all stakeholders to communicate designs, build shared understanding of product design vision, define UX strategy, deliver UX specs, and to champion quality UX and Design Thinking throughout the organization.

Director of UI/UX

Influence Health
Birmingham, AL
AUG 2014 - AUG 2015

- **Led all UX design and development** for Influence Health's entire suite of SaaS applications in the healthcare space, including EMR, marketing, practice management, population health, and more.
- **Managed a team of 10+ UXers & developers** providing UX design and development across a platform of 5 core SaaS applications running in desktop and mobile web environments, as well as native mobile apps on iOS and Android.
- Successfully introduced and coached **Mobile First, Responsive Design**, and **Inclusive Design** techniques to optimize the user experience across a range of devices, from computers to tablets to smartphones. Also ensured the UX of the applications is compliant with **WCAG / a11y accessibility** guidelines.
- **Successfully delivered many successful UX presentations** to varied stakeholders, including the C-Suite, to build understanding of product vision & strategy, explain user research results, explain UX strategy and guidelines, and to build design thinking as a core capability of the company.

Vice President, Strategy & Research

Metapress
Birmingham, AL
JUL 2010 - JUL 2014

- Working as **Chief Strategist** for the *Metapress* scholarly content hosting platform, performed research and developed strategies that grew the platform to host the world's largest collection of e-journals, e-books, and e-reference works, **generating millions of dollars in revenue** for clients and Metapress.
- Created and delivered many **sales and marketing presentations** for Metapress that resulted in multi-year, **multi-million-dollar contracts** with publisher clients.
- **Conceived, designed, and led the creation of a white-label digital magazines service** for publisher clients, allowing consumer and B2B publisher clients to publish online versions of their magazines and journals.
 - **Developed strategies that grew the product** to host hundreds of publications and to deliver more than 30 million end user page views per month for publisher clients and advertisers.
 - **Recruited and managed entire 15-person cross-functional team** consisting of UX designers, front-end (UI) engineers, development managers, developers, QA engineers, business analysts, and digital magazine production staff within an Agile, SCRUM-based development process.

- **Led touch-optimized Responsive Design** for the product to support desktop and mobile web browsers. Also **led design of native iOS apps** for magazine reading by consumers.
- Developed best-in-class **analytics features** utilizing Google Analytics and a custom data-gathering (telemetry) and analysis solution.

Director of Research & Design

Metapress

Birmingham, AL

SEP 2004 - JUL 2010

- **Increased profitability by 43%** by leading creation of innovative solutions in the areas of **UX, user behavior modeling, e-commerce, usage analytics**, and preparedness for **emerging technologies such as mobile** (smartphones and tablets).
- **Recruited and directed an advanced 10-person innovation team** that performed design- and technical research in support of the *Metapress* scholarly content hosting platform (see above).
- **Developed new e-commerce features and UX** for the Metapress platform, including a personalized shopping cart to purchase print- and e-books, individual e-book chapters, e-journal articles, and subscriptions, via a variety of payment methods, all within a secure, **PCI-compliant** infrastructure.

Director of Digital Library Services

EBSCO

Birmingham, AL

APR 1998 - SEP 2004

- **Recruited and managed a cross-functional product development team of 30+** UX designers, engineers, QA staff, business analysts, operations staff, technical writers, and trainers.
- **Produced millions of dollars in revenue for EBSCO by leading my team in the creation of multiple, successful e-content SaaS products** targeted at the higher education market, including original product ideas, strategy, team building and leadership, and seminal designs.

EDUCATION

B.S., Computer Science

The University of Alabama • Tuscaloosa, AL

Presidential Scholarship, James Rogers Memorial Scholarship, College of Arts & Sciences Honors Program, Million Dollar Band (trumpet), Dean's List

Certified in Scaled Agile Framework (SAFe) Agilist and Product Manager / Product Owner disciplines

Multiple Professional Development Classes over 20+ years

Classes in all facets of UX design, development, and leadership. Instructors included Luke Wroblewski, Jakob Nielsen, Alan Cooper, Bruce Tognazzini, Josh Clark, and many other expert UX practitioners.